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Yenko brand still kicking 45 years later, new vehicles coming?

by [Jonny Lieberman](#) ([RSS feed](#)) on Oct 15th 2009 at 4:56PM



1968 Yenko Super Camaro - Click above for high-res image gallery

This post represents something of a dilemma for us. On the one hand, we could tell you about General Marketing Capital Incorporated (GMCI) owner Jeff Leonard and how he's just taken control of the [Yenko](#) name and brand. But on the other, we could ask only that you stare at the above image (and those in [the gallery](#)) for five minutes in absolute reverential silence. Do you really care that Leonard will more likely than not be

bringing new Yenko products to market? Sure, a 2010 Yenko Super Camaro would be sweeter than cookie dough ice cream, but hey... look up.

Additionally, we could explain how almost forty-five years ago Don Yenko gamed GM's COPO (Central Office Production Order) program to build his first factory hot rod, the Yenko Stinger Corvair, but we just cannot take our eyes off of the gorgeous blue 1968 Yenko Camaro with the 427 motor and M-21 four-speed manual. Because really, besides the Stinger Corvair, have you ever seen anything hotter? Really? What?

And what would a 2010 Yenko consist of anyhow? Well, the Yenko formula was simply to put the best performance parts possible under the skin of a given car. Meaning we're talking about a LS9 powered Camaro with carbon ceramic brakes and magnetic-rheological shocks. Actually, that sounds pretty good. The question, then, really is whether or not Mr. Leonard will be able to make new Yenkos as blisteringly desirable to people in 2055 as Don Yenko's products are to us today at the end of 2009. Any bets? Full press release [after the jump](#).

Gallery: [1968 Yenko Super Camaro](#)



[Source: General Marketing Capital Incorporated]

PRESS RELEASE

ON IT'S 45th ANNIVERSARY - THE YENKO NAME IS ALIVE AND WELL

Avid Car Collector and Yenko Enthusiast Recaptures Yenko Magic with Possible New Yenko Models, Fresh Product Lines

Westminster, Calif. – (October 14, 2009) As the 45th Anniversary of the Yenko legacy draws near, General Marketing Capital Incorporated (GMCI) announced today its ownership of the classic trademark and its plans to revitalize the brand.

To jump start this effort, Yenko owner, enthusiast and GMCI CEO Jeff Leonard, is consulting with several notable limited production vehicle companies in the automotive industry on possible new Yenko project cars as well as upcoming Yenko product lines.

GMCI will also launch a brand-new online home for the Yenko brand in the upcoming weeks, where owners and

enthusiasts can find information about upcoming cars and products, access historical information about the brand, register to be a part of the site's forums and much more.

"The muscle car era has made a huge comeback this year and we expect this trend to grow," said Leonard. "The Yenko name is very much a part of that magnificent history and we plan to resurge its magic and its historical significance. Through GMCI's efforts, Don Yenko's name will be kept alive with the highest degree of integrity and respect."

Growing up in Detroit in the shadow of the famous Woodward Avenue during the muscle era heyday, Leonard always had a keen interest in Detroit muscle culture. As a muscle car enthusiast and owner of an original 1968 Yenko Camaro, Leonard shares the enthusiasm and excitement of many towards owning a unique piece of Yenko history.

Originally, the 60s era Yenko car was a special order vehicle, available only through Don Yenko Chevrolet in Canonsburg, PA. Don Yenko used the Central Office Production Order (COPO) program, a program GM used for fleet vehicles like police cars, taxi cabs, etc. to special order the most powerful vehicles available.

Yenko modified his first vehicle, the Chevrolet Corvair, in 1965 for the Sports Car Club of America racing team. Yenko later went on to build the Yenko Super Camaro, Yenko Deuce, Yenko Chevelle, Yenko Super Nova, Yenko Vega Stinger and the Yenko Camaro Turbo Z among the fastest SCCA racing cars ever produced.

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Yenko brand brought back to life, 2010 Chevrolet Camaro to be first project

By [Andrey](#) on Nov 3, 2009 in [Chevrolet](#), [Tuning](#)



For all our readers who aren't from the United States, a brief history lesson on the great heritage that the **Yenko** brand brought to the tuning and aftermarket scene is needed. Founded in the late 1960s, the brand became a hallmark of exclusivity and handled mostly Chevrolet models, in a similar way to how Shelby deals with Ford vehicles.

But the last few years haven't been so kind with the historic brand, as its owners were forced to sell it to GMCI (General Marketing Capital Inc.), which promised to get it back on its feet. And that it will certainly do, as it has just announced that it will debut its first new project, based on the **2010 Chevrolet Camaro** at this week's

SEMA Show, which is taking place in Las Vegas.

The Phase I edition will use the SS edition of the Camaro, powered by a V8 engine, on which they will add a supercharger, reportedly taking output to a massive 600 HP, a Hurst short-throw shifter, bigger brakes and a special Magnaflow cat-back exhaust system. Of course, in order to follow the Yenko tradition, various badges and logos will be applied wherever possible.



GMCI also added that a Phase II and III editions will follow during next year, hopefully with bigger engines like the LS7.

Source: [Autoblog](#)

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